

ORDER

KLAS

Orders

Order / Rev: 37831
 Alt Order #:
 Product Desc: ISSUE
 Estimate:
 Flight Dates: 11/02/12 - 11/06/12
 Original Date / Rev: 11/01/12 / 11/01/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency

Name: Mentzer Media Services
 Buying Contact:
 Billing Contact:
 600 Fairmont Avenue
 Towson, MD 21286

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: American Future Fund
 Demographic: A25-54
 Product Codes: PO4
 Priority: LV1
 Revenue Codes: AGY, POL, ISS

New Business Thru: 06/03/10
 Order Separation: 00:10:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	24	\$175,000.00	\$148,750.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	24	\$175,000.00	\$148,750.00	0.00
Totals	24	\$175,000.00	\$148,750.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	8	11/02/12	11/02/12	8 News Now 5a M-F	CM	5-6a	----F--	:30	2	\$3,000.00	LV1	0.00	NM	2	\$6,000.00
				8 News Now 5a M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		2				\$3,000.00		0.00			
N 2	8	11/02/12	11/02/12	8 News Now 6a M-F	CM	6-7a	----F--	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
				8 News Now 6a M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$3,000.00		0.00			
N 3	8	11/02/12	11/02/12	CBS This Morning 7-9a	CM	7-9a	----F--	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
				CBS This Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$3,000.00		0.00			
N 4	8	11/02/12	11/02/12	Live w/Kelly	CM	9-10a	----F--	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
				Live w/Kelly											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$2,000.00		0.00			
N 5	8	11/02/12	11/02/12	Price Is Right	CM	10-11a	----F--	:30	1	\$4,500.00	LV1	0.00	NM	1	\$4,500.00
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$4,500.00		0.00			
N 6	8	11/02/12	11/02/12	8 News Now Noon M-F	CM	12-1230p	----F--	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
				8 News Now Noon M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$2,000.00		0.00			

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Advertiser: American Future Fund
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	8	11/02/12	11/02/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p ----F--	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--		1		\$2,500.00		0.00				
N 8	8	11/02/12	11/02/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p ----F--	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--		1		\$3,000.00		0.00				
N 9	8	11/02/12	11/02/12	7-8p Rotator 7-8p Rotator	CM	7-8p ----F--	:30	1	\$5,500.00	LV1	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--		1		\$5,500.00		0.00				
N 10	8	11/03/12	11/03/12	NCAA Football NCAA College Football	CM	NCAA College Foo-----S-	:30	1	\$15,000.00	LV1	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-		1		\$15,000.00		0.00				
N 11	8	11/03/12	11/03/12	8 News Now Sat Special 8 News Now Sat Special	CM	8-9p -----S-	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-		1		\$2,500.00		0.00				
N 12	8	11/03/12	11/03/12	Sat Prime Special KLAS Movie: Bat 21	CM	9-11p -----S-	:30	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-		1		\$5,000.00		0.00				
N 13	8	11/04/12	11/04/12	Face The Nation Face The Nation	CM	Face The Nation -----S	:30	1	\$4,000.00	LV1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S		1		\$4,000.00		0.00				
N 14	8	11/04/12	11/04/12	NFL Reg Season Game NFL Football Reg. Season	CM	NFL Football Reg. -----S	:30	1	\$50,000.00	LV1	0.00	NM	1	\$50,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S		1		\$50,000.00		0.00				
N 15	8	11/04/12	11/04/12	Sun 7-8p 60 Minutes	CM	7-8p -----S	:30	1	\$40,000.00	LV1	0.00	NM	1	\$40,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S		1		\$40,000.00		0.00				
N 16	8	11/05/12	11/05/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a M-----	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----		1		\$3,000.00		0.00				
N 17	8	11/05/12	11/05/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a M-----	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----		1		\$3,000.00		0.00				
N 18	8	11/05/12	11/05/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a M-----	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----		1		\$3,000.00		0.00				
N 19	8	11/05/12	11/05/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p M-----	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----		1		\$2,500.00		0.00				
N 20	8	11/05/12	11/05/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p M-----	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----		1		\$3,000.00		0.00				
N 21	8	11/05/12	11/05/12	7-8p Rotator 7-8p Rotator	CM	7-8p M-----	:30	1	\$5,500.00	LV1	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Advertiser:	American Future Fund
Product Desc:	ISSUE
Estimate:	

Product Desc: ISSUE

Totals	24	\$175,000.00
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